

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

PATENT

Inventors:	Emily Chien, et al.	Docket No.	40655.1300
Serial No.:	09/834,478	Filing Date:	April 13, 2001
Group Art Unit:	3689	Examiner:	Dennis William Ruhl
Title:	A SYSTEM AND METHOD FOR USING LOYALTY POINTS	Confirmation No.:	2560

**AMENDMENT AND REPLY**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action mailed on November 24, 2009, of which this Reply is filed within two months, please consider the following remarks and amendments.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 30 of this paper.